



City of Albuquerque

Transit Department

Martin Chávez, Mayor

INTER-OFFICE MEMORANDUM

Date: February 1, 2007

To: Bruce J. Perlman, Ph.D. Chief Administrative Officer
From: Greg Payne, Director, Transit *GP*
Subject: Recommendation of Award: RFP2007-003-SV, "Advertising Concession: ABQ Ride Vehicles & Facilities"

The City of Albuquerque Department of Finance and Administrative Services, Purchasing Division, issued the subject Request for Proposals (RFP) for the Transit Department to solicit proposals from qualified vendors to provide advertising concessions for ABQ Ride vehicles and facilities.

The RFP was posted on the Purchasing Web Site and advertised in the local newspapers. 180 vendors were notified of this RFP. Five responses were submitted for evaluation.

The ad hoc evaluation committee reviewed, evaluated and scored the responses, in accordance with the evaluation criteria published in the RFP.

The committee unanimously recommended award of contract to Lamar Advertising Company.

Listed are the respondent's composite score, average score, minimum annual compensation guarantee, and percent gross revenue fee to the City.

<u>OFFEROR</u>	<u>TOTAL COMPOSITE SCORE</u>	<u>TOTAL AVERAGE SCORE</u>	<u>MINIMUM ANNUAL COMPENSATION GUARANTEE</u>	<u>PERCENT OF GROSS REVENUE FEE</u>
Clear Channel Outdoor	2,585	646	\$144,000.00	50%
Templeton Marketing Services	2,684	671	\$144,000.00	50%
Lamar Advertising Company	3,485	871	\$160,000.00	60%
HFT Management, Inc.	3,268	817	\$180,000.00	55%
Vista Media	2,424	606	\$295,000.00	51%

I concur with the ad hoc committee's recommendation. The Department will begin contract negotiations immediately upon your approval.

Approved:

B. Perlman
 Bruce J. Perlman, Ph.D. Date
 Chief Administrative Officer

Recommended:

Ed Adams 2-15-07
 Ed Adams Date
 Chief Operating Officer

Attachment: Composite Score Sheet

Original: Suzanne Boehland, Senior Buyer, Purchasing Division, DFAS
 Copy: John J. Vigil, Purchasing Manager, DFAS
 File: RFP2007-003-SB

RFP2007-003-SV "Advertising Concessions: ABQ Ride Vehicles & Facilities"

EVALUATORS	EVALUATION CRITERIA	POINTS	OFFERORS					
			Clear Channel Outdoor	HFT Management	Lamar Advertising Company	Templeton Marketing Services	Vista	SCORE
1	Qualifications & Experience	Up to 150	100	125	125	80	80	
2			133	148	145	139	137	
3			150	100	150	100	100	
4			90	80	100	115	60	
	SUB TOTAL	Up to 150	473	453	520	434	377	
1	Marketing Strategy	Up to 150	90	100	110	70	70	
2			80	135	140	130	134	
3			100	90	125	100	75	
4			90	100	90	40	50	
	SUB TOTAL	Up to 150	360	426	485	340	329	
1	Advertising Design Plan	Up to 150	80	90	120	60	70	
2			110	140	145	125	135	
3			100	100	125	25	75	
4			35	45	45	100	20	
	SUB TOTAL	Up to 150	326	376	438	310	300	
1	Proposed Management & Operating Plan	Up to 150	90	90	100	70	80	
2			117	140	150	67	143	
3			100	100	125	75	75	
4			100	95	115	70	110	
	SUB TOTAL	Up to 150	407	425	490	282	408	
1	Bus Shelter Construction, Advertising & Maintenance Program	Up to 150	0	150	150	0	0	
2			0	140	125	100	0	
3			0	150	150	15	0	
4			20	150	150	75	10	
	SUB TOTAL	Up to 250	20	590	676	190	10	
1	Proposed Compensation to the City	Up to 250	250	250	250	250	250	
2			250	250	250	250	250	
3			250	250	250	250	250	
4			250	250	250	250	250	
	SUB TOTAL	Up to 250	1000	1000	1000	1000	1000	
TOTAL COMPOSITE SCORE			2685	3288	3495	2866	2424	
Local Preference			NO	NO	NO	YES	NO	
Total Score Up to 4000			2685	3288	3495	2864	2424	
Total Average Score Up to 1000			646	817	871	671	606	